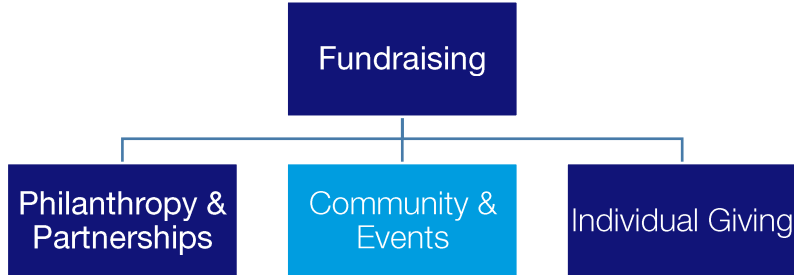
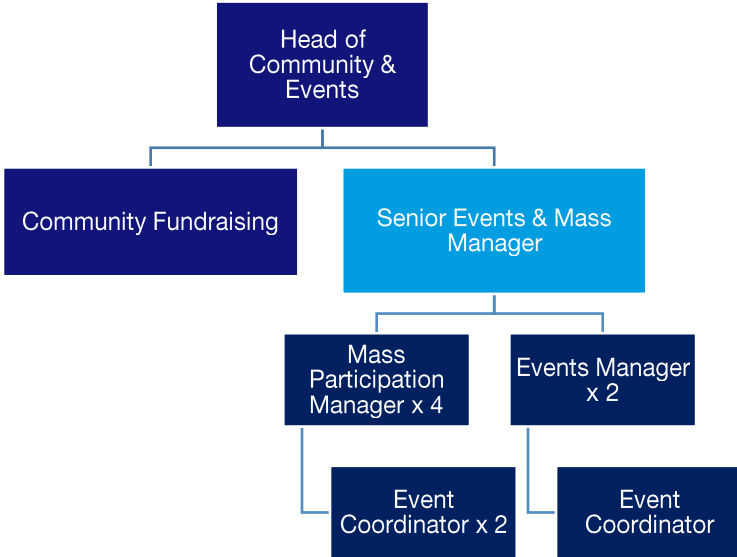


<p><b>Job Title</b> Senior Events &amp; Mass Participation Manager</p>	<p><b>Directorate and team</b> This role sits in the <b>Community and Events team</b> in the <b>Engagement and Fundraising Directorate</b></p>  <pre> graph TD     Fundraising[Fundraising] --&gt; Philanthropy[Philanthropy &amp; Partnerships]     Fundraising --&gt; Community[Community &amp; Events]     Fundraising --&gt; Individual[Individual Giving]     </pre> <p><b>Job and reporting Line</b></p>  <pre> graph TD     Head[Head of Community &amp; Events] --&gt; CommunityFund[Community Fundraising]     Head --&gt; Senior[Senior Events &amp; Mass Manager]     Senior --&gt; MassPart[Mass Participation Manager x 4]     Senior --&gt; Events[Events Manager x 2]     MassPart --&gt; EventCoord1[Event Coordinator x 2]     Events --&gt; EventCoord2[Event Coordinator]     </pre>
<p><b>Key focus of the role</b> You will be responsible for leading a team to deliver and grow our multi-million-pound portfolio of events and mass participation fundraising campaigns. You will be an innovative thinker with the ability to review our existing supporter base, the market environment and identify opportunities for supporter acquisition, engagement, and retention. As well as being responsible for working to optimise our activity so that it best serves the needs of our audiences.</p>	
<p><b>Key deliverables</b></p> <ul style="list-style-type: none"> <li>Lead, engage and motivate our high performing Events &amp; Mass Participation team to ensure they deliver results</li> <li>Develop and deliver a successful portfolio of products which build brand awareness and inspire our supporters to increase their engagement with us</li> <li>Effectively plan, implement, and manage the overarching strategy for growth in fundraising events and mass participation</li> </ul>	
<p><b>Contractual information</b></p> <ul style="list-style-type: none"> <li><b>Contract type:</b> Fixed-term contract</li> <li><b>Hours:</b> 35 (full-time)</li> <li><b>Band:</b> 4</li> </ul>	
<p><b>Key working relationships internal</b> The wider Engagement &amp; Fundraising Directorate, namely MarComms, Data, IT, Legal, Digital &amp; Finance.</p>	
<p><b>Key working relationships external</b> Digital advertising and Creative agencies, online giving providers, specifically Blackbaud, Strategic and Corporate partners, such as Fitbit, fulfilment agencies, event material suppliers, event venues, colleagues at other charities.</p>	

All jobs at Diabetes UK are based on a 10-factor competency framework called the **What-How Framework**. We've listed the key activities you'll undertake and the skills, knowledge and behaviours you need to be successful in this role. We've summarised these using four key competency areas in each section, however once appointed, you are expected to meet the requirements of all 10 factors. We'll explain this to you during your induction period. All elements listed below are essential requirements unless shown as (desirable).

**Key activities – What you need to do**

<b>Setting &amp; Delivering Strategy and Objectives</b>	<b>Managing Resources</b>	<b>Improving Delivery</b>	<b>Managing &amp; Developing Others</b>
<ol style="list-style-type: none"> <li>1. Lead on the development, implementation and management of the events and mass participation strategy</li> <li>2. Ensure high performance of your team, clearly setting, communicating, and supporting the delivery of team plans and objectives</li> <li>3. Collaborate with internal and external stakeholders and agencies to test new channels, deliver, and optimise the performance of our fundraising activity</li> </ol>	<ol style="list-style-type: none"> <li>4. Lead your team to deliver and grow net income and practice effective budget management</li> <li>5. <b>Take accountability for developing and delivering against KPIs and budgets, effectively managing income, expenditure, ROI, recruitment &amp; monitoring performance (S)</b></li> <li>6. Lead on developing and optimising processes which facilitate an excellent supporter experience and the most efficient use of resource</li> </ol>	<ol style="list-style-type: none"> <li>7. Maintain an excellent understanding of the external Fundraising environment, exploring and implementing new marketing and fundraising opportunities</li> <li>8. Identify and implement improvements to processes and working practice</li> <li>9. Demonstrate commitment to a test, learn and adapt culture to evolve and strengthen our approach</li> </ol>	<ol style="list-style-type: none"> <li>10. Coach and develop your team so they can keep evolving their skills and build their professional networks</li> <li>11. Proactively encourage your team to take accountability for their learning and to access development opportunities</li> </ol>

**Skills, knowledge and behaviours – How you need to do it**

Setting & Delivering Strategy and Objectives	Improving Delivery	Communicating with Others	Collaborating with Others
<p>1. Lead the Events &amp; Mass Participation team confidently and autonomously, demonstrating your ability to inspire others with a clear vision for our planned growth</p> <p>2. Demonstrate your experience of creating excellent supporter experiences, and strong attention to detail by delivering a high performing, optimised portfolio of activity (S)</p> <p>3. Manage competing demands to continue improving existing activity whilst innovating and developing a pipeline of new products</p>	<p>4. Apply rigour and your expertise to analyse data and insight, in order to test, evaluate and apply new thinking and continually improve results (S)</p> <p>5. Lead the development of business cases for investment as well as securing stakeholder buy in for new activity and innovation</p> <p>6. Develop and innovate our processes and ways of working to ensure we are creating the best and most effective supporter experiences to build long term engagement</p>	<p>7. Translate data, insights and strategic outcomes into meaningful and straightforward objectives which are well understood in order to gain buy in from colleagues and partners</p> <p>8. Demonstrate your experience of increasing productivity, creativity, and engagement by building close, effective working relationships and offering peer support to colleagues</p>	<p>9. Clearly communicate roles, responsibilities, expectations, and ways of working in order to optimise partnerships and deliver effectively through others (S)</p> <p>10. Demonstrate a strong personal commitment to impact through collaboration, evident in your planning, project management and approach to communicating with stakeholders</p> <p>11. Support and challenge colleagues to ensure we work together effectively to reach new and existing audiences at scale &amp; deliver the most impact</p>

Qualifications – Qualifications you need to carry out this role
N/A